# Defense Asset Study Focus Group Report

Collaboration Success Stories

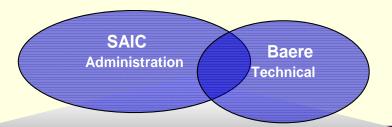
### Baere's Purpose

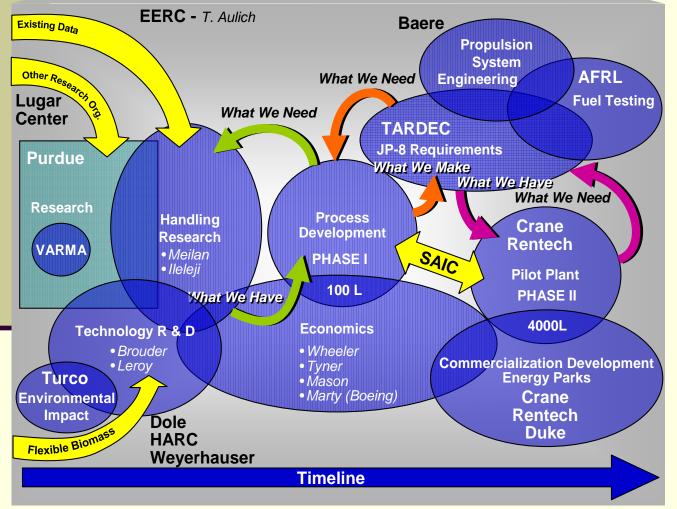
Facilitating the development of alternative fuels for the U.S. Military and DARPA by leveraging collaboration of professionals from public and private industries

- Creation of a product Baere's customers (DoD and industrial) have requested
- Make money for Baere and other companies
- Get federal funds to Indiana
- Find funds to develop technologies and resources that can support Baere's customers, Indiana's economy, and domestic security

#### Collaboration Success Stories

- Used OED focus group members to identify invited speaker for the Biofuels Symposium, Purdue University
- National Aerospace Testing Facility at Purdue (Washington Push-up Proposal)
  - Collaboration between multiple university, industry and governmental organizations
- DARPA BAA08-07 "BioFuels Cellulosic and Algal Feedstocks"
  - "Uber-collaboration"





Approximately 30 individuals, from five universities, three governmental agencies, and five private companies working across an anticipated three year program

Draft of example graph for informational purposes only

#### Challenges

- Collaboration is the key to winning military research programs but traditionally I see:
  - Responding only to a piece of the request with an inward vision
  - Trying to do too much with too few people
  - Not having a wide enough or diverse enough network from which to draw
  - Trying to manage the project from within
  - Trying to use one 'kind' of participant,
    - all academic researchers, all industrial engineers
  - Trying to have one person run the program AND do supporting research on a single piece₅

#### Why This is Successful

- We have one person with a global vision and added expert personnel to cover the pieces
  - Broke the goal into focused, actionable tasks
  - Resulted in a truly eclectic team membership
  - One person responsible for the technical plan but not the technology
- Used as many people and organizations as was necessary to cover all the areas
- Identified researchers, development professionals, and application launch specialists who fit the needs over the project

#### Why This is Successful

- Leveraged networks of networks
  - Allowed getting at the diversity of members required for the project
- Leveraged existing facility resources, i.e.
  - Energy Center for Purdue's business activities
  - Lugar Center for research
  - Purdue Calumet for lab scale research
  - Crane for pilot plant
  - Purdue and Hawaii Agricultural Research Centers
  - Purdue/Rolls-Royce University Technology Center

#### Why This is Successful

- Managing from without using a professional management firm
  - Introduced through OED network
  - A formal management structure facilitates buyin from participants
    - Reduces the responsibilities and work-loads on the individual participants
    - Provides continuity over the project timeline

#### Next steps

- Actual proposal is due February 25, 2008
  - Projected to hear results within 60 days
  - Projected project start date of June, 2008
- Anticipated total project budget \$10-15 million
- Successful even if it is not awarded due to the formation of new partnerships, identification of technologies, and collaborations of groups outside of the DARPA BAA

## Questions?

